

Fashion Calendar

1949

File Copy
8/29/49

JANUARY

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RUTH FINLEY, Editor

FRANCES HUGHES, Associate Editor

44 WEST 52nd STREET • NEW YORK 19

ELdorado 5-3693

A WEEKLY PUBLICATION

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, AUGUST 29, 1949</u>			
Monday August 29- August 30 5:30 P.M.- 7:30 P.M. Cocktails	PREVIEW OF COSMETICS IN CHRISTMAS LINE Primrose House presents a preview of their Christmas line to be shown during cocktails at the new salon on 53rd Street and Park Avenue. Showing for press and department store buyers on Monday, August 29; for representatives of drug stores on Tuesday, August 30. By invitation only. Publicity: Lola Christie, PL. 3-2939.	PRIMROSE HOUSE	379 PARK AVENUE SALON
Tuesday August 30 4:30 P.M.- 7:30 P.M. Cocktails Buffet	TELEVISION LINE FOR 1950 Paul V. Galvin, President of Motorola, Inc., invites the press to a private showing of the new 1950 television and radio sets, including the Masterpiece series. By invitation only. Publicity: Jeanne Lowe, The Earl Ferris Co., PL. 5-3100.	MOTOROLA, INC.	WALDORF-ASTORIA WEDGWOOD ROOM
Tuesday August 30 9:30 P.M.	FALL & WINTER FASHION SHOW Sydell will present her first Fall and Winter collection of suits, dresses and gowns to the guests of the Lido Beach Club. Contact: Milton Seiden, Long Beach, 6-4500, or Miss Sydell, EL. 5-8729.	SYDELL (666 FIFTH AVE.)	LIDO BEACH CLUB LONG BEACH, L. I.

PRESS OPENINGS: FALL CUSTOM-ORDER COLLECTIONS
PREVIEWS OF CUSTOM-ORDER FALL COLLECTIONS ARE FOR MEMBERS
OF THE PRESS WHO HAVE BEEN SPECIFICALLY NOTIFIED AND INVITED.

Wednesday August 31	<u>HATTIE CARNEGIE</u> At 2:30 P.M.	42 EAST 49TH ST.	PUBL.: PAULINE POTTER	PL. 5-2600
Thursday Sept. 1	<u>SAKS FIFTH AVENUE</u> At 3:00 P.M.	611 FIFTH AVE.	PUBL.: HELEN KAUPER	PL. 3-4000
Wednesday Sept. 7	<u>BERGDORF GOODMAN</u> At 5:30 P.M.	754 FIFTH AVE.	PUBL.: FLORENCE NEFF	PL. 3-7300
Thursday Sept. 8	<u>HENRI BENDEL</u> At 10:30 A.M.	10 WEST 57TH ST.	PUBL.: FRANCES ANDERSON	CI. 7-1100
Friday Sept. 9	<u>MILGRIM</u> At 11:00 A.M.	6 EAST 57TH ST.	PUBL.: RUTH WALTZ (Note Change of Date).	CI. 7-7200
Wednesday Sept. 14	<u>ELIZABETH ARDEN</u> At 3:00 P.M.	691 FIFTH AVE.	PUBL.: DINA DORÉ (Designed by CASTILLO) (Note Change of Date).	PL. 3-3410
Thursday Sept. 15	<u>BONWIT TELLER</u> At 11:00 A.M.	721 FIFTH AVE.	PUBL.: CAROLYN HAIGHT (Note Change of Date).	EL. 5-6800

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 1 2:30 P.M.	BACK-TO-SCHOOL PIGTAIL FASHION SHOW Pigtail Club members will model latest "back-to-school" fashions. Open to public. Contact: TR. 5-7200, Ext. 664.	ABRAHAM & STRAUS (BROOKLYN)	8TH FLOOR SPECIAL EVENTS CENTER
Sept. 1	SAKS FIFTH AVENUE CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Page 1).		
Sunday Sept. 4 9:30 P.M.	SHOWING OF FALL & WINTER FASHIONS Presentation of Sydell's Fall and Winter collection of suits, dresses, and gowns to the guests of the Hollywood Hotel. Contact: Hollywood Hotel, Long Branch 6-1420, or Miss Sydell, EL. 5-8729.	SYDELL (666 FIFTH AVE.)	HOLLYWOOD HOTEL WEST END, N.J.
Sept. 5	LABOR DAY (Monday).		
Beginning Tuesday Sept. 6	SHOWING OF FALL & WINTER COLLECTION Villa-Zigmund Originals will be shown to the press on Tuesday, Sept. 6. French models, including a group from Molyneux, will be shown twice daily at 10:30 A.M. and 2:30 P.M. beginning Thursday, September 8. Open to public. Contact: Mr. Victor Pincus, PL. 8-2014.	VILLIA-ZIGMUND & CO.	18-20 EAST 50TH STREET SALON
Beginning Tuesday Sept. 6	OPENING OF HOLIDAY HANDBAGS Dofan will show its complete holiday line of handbags in calf, suede, velvet, satin, brocade, kashmirana, and faille. For appointment, contact: Robert E. Sommers, MU. 3-0431.	DOFAN HANDBAG CO., INC.	14 EAST 33RD STREET SHOWROOM
Wednesday Sept. 7 12:30 P.M. Luncheon (For Press) 4:45 P.M. (Trade Show)	PRESS SHOWING OF "PACKAGE FROM PARIS" First showing of new Fall French millinery and dresses flown here by air France. Hats by: Albouy, Balenciaga, Jane Blanchot, Simon Cange, Janette Colombier, Jean Desses, Christian Dior, Jacques Fath, Legroux Soeurs, Gilbert Orcel, Jean Patou, Paulette, Maud Roser, Madame Suzy, Rose Valois. Dresses by: Jacques Griffe, Jean Desses, Jean Patou, Marcel Rochas, Jacques Fath, Balenciaga, Jeanne Lafaurie. American interpretations of the French hats by G. Howard Hodge. American Dresses--Herbert Sondheim. Furs--Esther Dorothy. Jewelry--Castlecliff. Bags--Koret. Gloves--Kislav. Picturesque Stockings--Sanson. Umbrellas--Vedrenne. Femme Perfume--Marcel Rochas. Press showing at 12:30 P.M.; trade showing at 4:45 P.M. By invitation only. Staging, Production, Publicity: Dorothy Lansing, PL. 8-3145.	G. HOWARD HODGE	RITZ-CARLTON HOTEL MAIN BALLROOM
Wednesday Sept. 7 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION New Fall fashions by The Tailored Woman. Press by invitation. Public by reservation; contact: PL. 3-4500, Ext. 123. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	THE TAILORED WOMAN	ST. REGIS HOTEL ROOF
Sept. 7	BERGDORF GOODMAN'S CUSTOM COLLECTION FOR PRESS AT 5:30 P.M. (See Page 1).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sept. 7- Sept. 8	THIRTY-FIFTH ANNUAL LEATHER SHOW AT GRAND BALLROOM OF WALDORF-ASTORIA Contact: Mr. J. L. Nelson, Tanners' Council, 100 Gold Street, BE. 3-0494.		
Sept. 8	HENRI BENDEL'S CUSTOM COLLECTION FOR PRESS AT 10:30 A.M. (See Page 1).		
Thursday Sept. 8 12:00 Noon Luncheon	FALL FOOTWEAR AT FASHION SHOW Frank Brothers will present their new collection of high-fashion foot- wear by Mico Vallini to the fashion press. Attendance strictly by invita- tion. Publicity: Molly Appleby, PL. 9-8630.	FRANK BROTHERS	BARBERRY ROOM 19 EAST 52ND ST.
Thursday Sept. 8 2:30 P.M.	PRESS SHOWING OF FALL ORIGINALS Presentation to the press of Jay Thorpe Originals for Fall and hats by Robert Galer. By invitation only. Publicity: Joan Stafford, JU. 6-1000.	JAY THORPE, INC.	24 WEST 57TH ST. SALON
Thursday Sept. 8 4:00 P.M.- 6:00 P.M.	FOOTWEAR FOR 1950; FASHION PREVIEW "Patent Pending For 1950"--a preview of Spring fashions in patent leather will be presented by the Patent Leather Bureau. Footwear will be featured; also, apparel trimmed with patent leather and patent leather accessories created by leading designers. Attendance by invitation only. <u>(Note change of time)</u> Publicity: Kate G. Kamen, WI. 7-1013.	PATENT LEATHER BUREAU	WALDORF-ASTORIA ROOM 4-F
Postponed Sept. 8	LENTHERIC'S PRESS PREVIEW OF NEW PERFUME ORIGINALLY SCHEDULED FOR THURS- DAY, SEPTEMBER 8 IS POSTPONED UNTIL TUESDAY, SEPTEMBER 27. (See Page 7).		
Thursday Sept. 8 5:30 P.M. & 7:00 P.M.	"GLAMOUR" CAREER FASHION SHOW "Glamour" magazine's capsule career wardrobe will be presented by Abraham & Straus in tribute to the girls who work in the Brooklyn savings banks. Open to public. Contact: TR. 5-7200, Ext. 664.	ABRAHAM & STRAUS (BROOKLYN)	8TH FLOOR SPEC. EV. CENTER
Sept. 9	MILGRIM'S CUSTOM COLLECTION FOR PRESS AT 11:00 A.M. (See Page 1).		
Friday Sept. 9 4:00 P.M.-	PRESS SHOWING OF NEW "PERFUMIZERS" The De Vilbiss Company of Toledo, Ohio, will be host to a cocktail party introducing their new "perfumizers" which will be launched nationally this Fall. Attendance by invitation only. Publ.: Pat Kennedy, LO. 3-2964.	THE DE VILBISS CO.	WALDORF-ASTORIA JANSEN BLUE ROOM
Sunday Sept. 11- Sept. 12 8:00 P.M.	MILLINERY FESTIVAL IN HOUSTON, TEXAS America's leading millinery designers will appear in person with their creations at Glenn McCarthy's Shamrock Hotel in Houston. Presentation of a fashion extravaganza in eight scenes, sponsored by the Millinery Divi- sion of the Houston Retail Merchants' Association. The milliners who will attend include: Peter Bondi, Braagaard, Casper-Davis, Emme, Peg Fischer, Walter Florell, Mary Goodfellow, Harryson, Dave Herstein, Kenneth Hopkins, John-Frederics, Lenesta, Helen Liebert, Don Marshall, Inc., Leslie Masters, Laddie Northridge, Grace Nugent, Florence Reichman, Rose Sapphire, Gerald Simon, Eve Tartar, and Marion Valle. Coordinator: Mona Manet. Commentator: Maggi McNellis. Press by invitation. Dinner and show: \$25.00. Contact: Jerome Simon, The Fashion, 917 Main St., Houston, Texas (Tel. Atwood 2341).	HOUSTON RETAIL MERCHANTS' ASSN.	SHAMROCK HOTEL HOUSTON, TEXAS

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 12 10:00 A.M. Breakfast	PRESS PREVIEW: FALL AND WINTER MILLINERY Preview for the press of new Fall and Winter millinery by Irene of New York. Showing for retail customers at 3:00 P.M. that afternoon. By invitation only. Publicity: Ruth Underhill, PL. 3-3032.	IRENE OF NEW YORK	16 EAST 52ND ST. SALON
Monday Sept. 12 1:00 P.M. Luncheon	TALL GIRLS' FASHIONS AT LUNCHEON SHOW Peg Newton will present a showing of tall trends in Fall fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 3-4500, Ext. 123. Peg Newton Publicity: Donna Cannon, LE. 2-1952. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	PEG NEWTON	ST. REGIS HOTEL ROOF
Monday Sept. 12 1:00 P.M. Luncheon	PRESS PREVIEW OF FALL FASHIONS Oleg Cassini will present a showing of his Fall collection at luncheon. Press by invitation. Public by reservation; contact: Dee Hales, VO. 5-2800, Ext. 3. Director of Fashion Shows for Sherry-Netherland: Alexandre Tarsaidze, VO. 5-2800.	OLEG CASSINI	SHERRY-NETHERLAND CHANTECLAIR ROOM
Monday Sept. 12 4:00 P.M. Cocktails	PRESS SHOWING OF FUR COLLECTION Bernham-Stein will present their Fall and Winter fur collection to the press. Attendance by invitation only. Publ.: Mildred Kaldor, MU.9-5420.	BERNHAM-STEIN FURS	660 FIFTH AVENUE SALON
Monday Sept. 12	BEACHWEAR SHOW IN CALIFORNIA Cole of California Inc. will open its Resort and Summer 1950 Beachwear line, by appointment, for buyers of sportswear for misses, children and teenagers in the 846 So. Broadway showroom. Invitations to the opening fashion show, which will take place September 19 at 3:00 P.M., will be issued. Contact: Margot Mallary, 2615 Fruitland Rd. Los Angeles 11, Cal.	COLE OF CALIFORNIA	846 SO. BROADWAY LOS ANGELES, CAL.
Beginning Monday Sept. 12	SHOWING OF NEW HOLIDAY BAGS Deauville Bags, Inc. will present their holiday handbag collection. For appointment contact: Clyde Jennings, MU. 3-0777.	DEAUVILLE BAGS, INC.	31 EAST 32ND ST. SHOWROOM
Beginning Monday Sept. 12- Sept. 23	FALL & HOLIDAY LINES IN CHICAGO MARKET Fall and holiday market openings by the Chicago Fashion Industries from Sept. 12 through Sept. 23. Contact: Abraham Heller, Executive Director, Chicago Fashion Industries, Chicago.	CHICAGO FASHION INDUSTRIES'	CHICAGO, ILLINOIS
Tuesday Sept. 13 10:00 A.M.	ADRIAN COLLECTION AT PRESS SHOWING Adrian will present a press preview of his Fall collection at Gunther-Jaeckel (at this location, 10 East 57th Street, in early September). Attendance by invitation only. Publicity: Nona James, VO. 5-3440.	GUNTHER-JAECKEL	10 EAST 57TH ST. SALON
Tuesday Sept. 13 12:30 P.M. Luncheon	PRESS PREVIEW OF CUSTOM MILLINERY Saks Fifth Avenue will present the Fall collection of custom millinery to the press. By invitation only. Publicity: Helen Kauper, PL. 3-4000.	SAKS FIFTH AVENUE	ST. REGIS HOTEL PRIVATE SUITE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 13 2:30 P.M.	PRESENTATION OF FALL COLLECTION Martin's will show their Fall collection. Open to public. Publicity: Rita Dobbins, TR. 5-3100.	MARTIN'S (BROOKLYN)	3RD FLOOR
Tuesday Sept. 13- Sept. 14 4:00 P.M.	WOVEN LINGERIE FASHION PRESENTATION Two-day showing for the trade and fashion press of Textron woven lingerie on Tuesday, Sept. 13 and Wednesday, Sept. 14 at 4:00 P.M. By invitation only. Publicity: Julia Cowles, MU. 9-2200.	TEXTRON, INC.	401 FIFTH AVENUE SHOWROOM
Tuesday Sept. 13	CONFERENCE OF RETAIL MERCHANDISING There will be afternoon and evening sessions at a conference devoted to retail merchandising, with special emphasis on the problems of expense and controlling inventories. Contact: NRDGA, CH. 4-8180.	SMALLER STORES DIV. OF NRDGA	HOTEL STATLER GRAND BALLROOM
Wednesday Sept. 14 9:30 A.M. Breakfast	PRESS SHOWING OF FALL FASHIONS Bloomingdale's will present Fall ready-to-wear "Green Room" fashions at their semi-annual showing for the press. Presentation in the 4th Floor Training Dept., Classroom "C". Breakfast at 9:30 A.M. Show at 10:00 A.M. Attendance by invitation only. Publ.: Derwin O'Brien, VO. 5-5900.	BLOOMINGDALE'S	4TH FLOOR CLASSROOM "C"
Wednesday Sept. 14 11:00 A.M.	PRESS SHOWING OF CUSTOM COLLECTION Oldric Royce will present his Fall custom collection to the press. Attendance by invitation only. Publicity: Mary Marsh, PL. 9-2675.	OLDRIC ROYCE	16 EAST 52ND STREET SALON
Wednesday Sept. 14 12:00 Noon Cocktails; Luncheon	SHOWING OF HOLIDAY BLOUSE LINE Presentation of Textron's holiday line of blouses to the press. Cock- tails at 12:00 Noon, followed by luncheon and show. By invitation only. Publicity: Julia Cowles, MU. 9-2200.	TEXTRON, INC.	PARK LANE HOTEL PETITE SALON
Wednesday Sept. 14 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Arnold Constable will present Fall fashions at the Waldorf's Starlight Roof. Press by invitation. Public by reservation; contact: "Nino", headwaiter, EL. 5-3000. Arnold Constable Publicity: Lynn Casey, MU. 5-2300. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Sept. 14 1:00 P.M. Luncheon	FALL FASHIONS LUNCHEON SHOW Milgrim will present Fall fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 3-4500, Ext. 123. Milgrim Publicity: Ruth Waltz, CI. 7-7200. St. Regis Fashion Publ.: Mary Alice Rice, CI. 6-1790.	MILGRIM	ST. REGIS HOTEL ROOF
Sept. 14	ELIZABETH ARDEN'S CUSTOM COLLECTION, DESIGNED BY CASTILLO, AT PRESS SHOWING, 3:00 P.M. (See Page 1).		
Cancelled Sept. 15	MARY GOODFELLOW'S PRESS SHOWING OF MILLINERY TRENDS ORIGINALLY SCHEDULED FOR THURSDAY, SEPTEMBER 15 AT 9:30 A.M. HAS BEEN CANCELLED.		
Sept. 15	BONWIT TELLER'S CUSTOM COLLECTION FOR PRESS AT 11:00 A.M. (See Page 1).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 15 12:00 Noon Luncheon	ANNUAL FALL LUNCHEON & GLOVE DISCUSSION Speakers include Congressman Ralph W. Gwinn (N.Y.); representatives of the Chamber of Commerce, American Legion, and American Gold Star Mothers, discussing the Japanese threat to American Knit Glove Industry. By invitation only. Public Relations Counsel: Claire A. Wolff, LO. 4-7230.	ASSN. OF KNITTED GLOVE AND MITTEN MFRS.	WALDORF-ASTORIA WEST BALLROOM
Thursday Sept. 15 12:30 P.M. Luncheon	FASHION PREVIEW OF NEW ZIPPER Donahue Sales Corporation (distributors of packaged Talon Zippers) will introduce a new-purpose slide fastener at a luncheon. Showing of magazine pattern fashions and clothes made up especially for the show by pattern companies. By invitation only. Publ.: Joan Klein, BR. 9-5050.	DONAHUE SALES CORP.	WALDORF-ASTORIA WEDGWOOD ROOM
Thursday Sept. 15 12:15 P.M. Luncheon	"PARIS COLLECTIONS-- CARMEL SNOW'S REPORT" Fashion Group's monthly luncheon meeting, with Carmel Snow's report on the Paris collections presented by Constance Woodworth, a fashion editor of "Harper's Bazaar". Some highlights from the French collections will be shown. Chairman: Gertrude Bailey. Price (including tax and tip): \$4.00 for members; \$4.50 for guests. Each member may bring 2 guests. Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Thursday Sept. 15 4:00 P.M.	HOLIDAY LINES: NEGLIGEEES & HOUSECOATS "Textron Brings Paris To You"--showing adaptations of Paris originals in holiday line of housecoats and negligees for trade and fashion press. By invitation only. Publicity: Julia Cowles, MU. 9-2200.	TEXTRON, INC.	401 FIFTH AVENUE SHOWROOM
Sept. 16- Sept. 23	OPENING OF COAST RESORT LINES Contact: California Apparel Creators, Los Angeles, California.		LOS ANGELES, CALIF.
Monday Sept. 19 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW De Pinna's Fall fashions from Spectator Sports; Town; and Young Moderns departments. Press by invitation. Public by reservation; contact: PL. 3-4500, Ext. 123. De Pinna Publ.: Dorothy Coburn, MU. 8-2000, Ext. 52. St. Regis Fashion Publ.: Mary Alice Rice, CI. 6-1790.	DE PINNA	ST. REGIS HOTEL ROOF
Tuesday Sept. 20 4:00 P.M. Cocktails	PRESS SHOW: "CELESTE'S HOLIDAY SEASON" First press showing by Celeste Frocks of festive fashions for little girls, toddlers to twelves. Cocktails: 4:00 P.M. Show 4:30 P.M. By invitation only. Publicity: Rose Hilton, MU. 3-4261.	CELESTE FROCKS	HAMPSHIRE HOUSE COTTAGE
Wednesday Sept. 21 12:45 P.M. Luncheon	"STAR TIME AT PIERRE" LUNCHEON FASHION SHOW "Enchantment for Fall"--luncheon showing of fashions designed by Donald Norris, (of Penzner, Schiro and Donald Norris, Inc.), including coats, suits, tweeds, furs, and evening gowns, which will be available at Lord & Taylor, Saks Fifth Avenue, Bergdorf Goodman and Milgrim. Hats by Mary Goodfellow; hair styles, Guro. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Donald Norris Contact: LA. 4-4433. Hotel Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	DONALD NORRIS ORIGINALS; MARY GOODFELLOW HATS	HOTEL PIERRE COTILLION ROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Sept. 21 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW Presentation of Aranka's Fall millinery. Press by invitation. Public by reservation; contact: "Nino," headwaiter, EL. 5-3000. Aranka Publ.: Mildred Kaldor, MU. 9-5420. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	ARANKA, INC.	WALDORF-ASTORIA STARLIGHT ROOF
Thursday Sept. 22 1:00 P.M. Luncheon	SHOWING OF FASHIONS DURING LUNCHEON Russeks will present fashions for Fall. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Russeks Publ.: Helen Moran, WI. 7-1900. Plaza Publicity: Mary Alice Rice, CI. 6-1790.	RUSSEKS FIFTH AVENUE	HOTEL PLAZA TERRACE ROOM
Sept. 24	ROSH HASHONAH--FIRST DAY OF JEWISH NEW YEAR (Saturday).		
Sept. 25	ROSH HASHONAH--SECOND DAY OF JEWISH NEW YEAR (Sunday).		
Monday Sept. 26 1:00 P.M. Luncheon	CUSTOM MILLINERY AT LUNCHEON SHOW Showing of Fall collection by Ish-Ti-Opi. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Ish-Ti-Opi & Plaza Publicity: Mary Alice Rice, CI. 6-1790.	ISH-TI-ORI (22 E. 67TH STREET)	HOTEL PLAZA TERRACE ROOM
Tuesday Sept. 27 5:00 P.M.- 7:00 P.M. Cocktails	PRESS PREVIEW OF NEW PERFUME Introduction to the press of Lenthéric's new perfume at their new showroom in the Squibb Building, 745 Fifth Avenue. Attendance by invitation only. (Note change of date.) Publicity: Kay Inglis-Jones, PL. 3-6300.	LENTHERIC	745 FIFTH AVENUE SHOWROOM-28TH FL.
Wednesday Sept. 28 12:45 P.M. Luncheon	"HOROSCOPE FOR FALL" LUNCHEON SHOW "Star Time at Pierre"--collection of Fall clothes, by a group of specialty shops, including Eleanor Beard--lingerie; Leather & Tweed; Salinger Hats; Elizabeth Blouses; Elsy-Knit Costumes; Jerri Trenell--gowns; Indig & Faden--furs; Mme. Thea Bags; C. Leonce--hair stylist. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Fashion Show Publ.: Rosalyn Bader, EL. 5-4263. Hotel Pierre Fashion Director - Commentator: Nola Luxford, TE. 8-8000.	SPECIALTY SHOPS	HOTEL PIERRE COTILLION ROOM
Wednesday Sept. 28 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW Fur fashions by Dein-Bacher of the Waldorf will be presented during luncheon. Press by invitation. Public by reservation; contact: "Nino," headwaiter, EL. 5-3000. Dein-Bacher Contact: Winsome Courtney, PL. 9-5913. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	DEIN-BACHER OF THE WALDORF	WALDORF-ASTORIA STARLIGHT ROOF
Thursday Sept. 28 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Macy's will present Fall fashions at a luncheon show. (Note change of date.) Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Macy's Publicity: Helen Law, CH. 4-2000, Ext. 2431. Hotel Plaza Fashion Publicity: Mary Alice Rice, CI. 6-1790.	MACY'S NEW YORK	HOTEL PLAZA TERRACE ROOM
Oct. 3	YOM KIPPUR--JEWISH DAY OF ATONEMENT (Monday).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Oct. 4 1:00 P.M. Luncheon	IMPORTED FALL FASHIONS AT LUNCHEON SHOW Callot Soeurs of Paris will present imported fashions for Fall during luncheon. Press by invitation. Public by reservation; contact: MU.8-3000, Ext. 20. Callot Soeurs Publicity: Mary Marsh, PL. 9-2675, Ritz Fashion Publicity: Marion Morrison, MU. 8-3000.	CALLOT SOEURS OF PARIS, INC.	RITZ CARLTON OVAL ROOM
Wednesday Oct. 5 12:45 P.M. Luncheon	"STAR TIME AT PIERRE" SHOES & MILLINERY "Intrigue from Head to Foot"--presentation of Fall shoe and millinery fashions at luncheon show. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. J. & J. Slater Publicity: Liese Weisse, PL. 9-4805. Hotel Pierre Fashion Director - Commentator: Nola Luxford, TE. 8-8000.	J. & J. SLATER; HATS BY SALLY VICTOR	HOTEL PIERRE COTILLION ROOM
Wednesday Oct. 5 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION Fashion show by The Tailored Woman during luncheon. Press by invitation. Public by reservation; contact: "Nino", headwaiter, EL. 5-3000. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	THE TAILORED WOMAN	WALDORF-ASTORIA SERT ROOM
Thursday Oct. 6 1:00 P.M. Luncheon	FUR FASHIONS DURING LUNCHEON Gunther-Jaeckel will present fur fashions for Fall and Winter during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Gunther-Jaeckel Publicity: Nona James, VO. 5-3440. Plaza Publicity: Mary Alice Rice, CI. 6-1790.	GUNTHER-JAECKEL	HOTEL PLAZA PERSIAN ROOM
Beginning Monday October 10	OPENINGS OF RESORT AND SPRING LINES The following members of the Sportswear Guild will present their complete resort, cruise and spring lines during the week beginning Monday, Oct. 10: ADLER & ADLER, INC. KANE-WEILL ZOLTAN ROSENBERG CO. DAVIDOW MUTUAL-ROSENBLOOM CO. SPORT-CRAFT, INC. DAVID M. GOODSTEIN, INC. CHARLES W. NUDELMAN, INC. STAR-MAID DRESSES, INC. Contact: Individual manufacturers.	SPORTSWEAR GUILD	INDIVIDUAL N.Y. SHOWROOMS
Tuesday Oct. 11 1:00 P.M. Luncheon	FALL AND WINTER FASHION SHOW Custom-order and ready-to-wear originals by Jonai. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 20. Jonai Publicity: PL. 5-3500. Ritz Publicity: Marion Morrison, MU. 8-3000.	JONAI, INC. (408 PARK AVE.)	RITZ-CARLTON OVAL ROOM
Wednesday Oct. 12 12:45 P.M. Luncheon	"YOUNG WORLD" FASHION SHOW Showing of Fall fashions for the younger set during "Star Time at Pierre" luncheon in cooperation with CARE. Guest of honor: Betty Betz. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	CHILDREN'S AND TEENAGE DESIGNERS	HOTEL PIERRE COTILLION ROOM
Wednesday Oct. 12 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW Press by invitation. Public by reservation; contact: "Nino," EL. 5-3000. Milgrim Publ.: Ruth Waltz, CI. 7-7200. Ted Saucier Publicity: Annette Goodrich, EL. 5-3000.	MILGRIM	WALDORF-ASTORIA SERT ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Week Of Oct. 17	NATIONAL GLOVE WEEK "Ladies and Gentlemen Always Wear Gloves"--theme of National Glove Week. Publicity: Public Relations Counsel, Claire A. Wolff, LO. 4-7230.	NATIONAL GLOVE GROUP, INC.	THROUGHOUT COUNTRY
Tuesday Oct. 18 12:30 P.M. Luncheon	"DIAMONDS U.S.A." DIAMOND FASHIONS 1950 Second nationwide showing of diamonds presented at a luncheon for the fashion press. (More details later). Attendance by invitation only. Publicity: Jean Shanley, CI. 6-0200.	N. W. AYER & SON, INC.	PLACE TO BE ANNOUNCED
Tuesday Oct. 18 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW Showing of Fall millinery fashions by Laddie Northridge. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 20. Laddie Northridge Publicity: Elizabeth Maher Associates, EL. 5-4248. Ritz Fashion Publicity: Marion Morrison, MU. 8-3000.	LADDIE NORTHRIDGE	RITZ-CARLTON HOTEL OVAL ROOM
Wednesday Oct. 19 12:45 P.M. Luncheon	"STAR TIME AT PIERRE" FASHIONS AT LUNCHEON "Magical Beauty"--showing of Fall fashions by specialty shops including Ada, Inc.--children's wear; Trent Leather--sportswear; Jeanne Rousseau Hats; Mimi Tuthill--gowns; Dorothee Furs; Maximilien Feldman--suits; Marie Fontaine--blouses; John Hall--hair stylist; de Tanya--imported silk scarfs, Asha Lingerie. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Publicity for Fashion Show: Rosalyn Bader, EL. 5-4263. Hotel Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	SPECIALTY SHOPS	HOTEL PIERRE COTILLION ROOM
Wednesday Oct. 19 1:00 P.M. Luncheon	SHOWING OF SHOES AND ACCESSORIES I. Miller will present a showing of Fall shoes and accessories during luncheon. Press by invitation. Public by reservation; contact: "Nino", headwaiter, EL. 5-3000. I. Miller Publicity: Helen Horschler, BR. 9-2000. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	I. MILLER	WALDORF-ASTORIA SERT ROOM

Beginning Monday Oct. 24	SPRING AND RESORT OPENINGS BY FOGA The only collections of these houses for the entire Spring season, in accordance with their procedure of showing a single line for each season. (The other seasonal openings are: Summer lines in early February, and Fall lines in May). Guild members who will present their lines include:	FASHION ORIGINATORS' GUILD OF AMERICA, INC.	INDIVIDUAL NEW YORK SHOWROOMS
	LARRY L. ALDRICH CO. HANSEN BANG, INC. BEN BARRACK, INC. WILLIAM BASS DRESS CO. CAPRI FROCKS, INC. DEITSCH, WERSBA & COPPOLA BEN J. GAM, INC. ED GERRICK, INC. A. GOODMAN & CO., INC. GRABOIS	FRED GREENBERG DRESS CO. JOSEPH HALPERT, INC. HORWITZ & DUBERMAN, INC. INTERNATIONAL DRESS CO. JUNIOR LEAGUE FROCKS NAT KAPLAN CHARLES LANG, INC. DAVID LEVINE CO. MARY LEE, INC. NATHAN-STRONG, INC. PAUL PARNES CORP.	PARNIS-LIVINGSTON BEN REIG, INC. RUDOLF GOWNS PAUL SACHS ORIGINALS MARTIN SIMON, INC. HERBERT SONDHEIM FRANK STARR, INC. SUZANNE-AUGUSTINE JANET TAYLOR HANNAH TROY, INC.
	Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945.		

MOVIES...THEATRE...TELEVISION

- Friday
August 26 PREMIERE: "I WAS A MALE WAR BRIDE" (Movie) ROXY THEATRE, 7TH AVE. & 50TH
Twentieth Century-Fox comedy of the true-life story by Henri Rochard of
WAC lieutenant who marries male "bride" with much red-tape and confusion.
Starring Cary Grant, Ann Sheridan, with Marion Marshal, Randy Stuart, and
William Neff. Producer: Sol C. Siegel. Director: Howard Hawks. Ward-
robe: Bonnie Cashin. Publicity: Jeannette Sawyer, CO. 5-3320.
- Saturday
August 27 TELEVISION: "WINNER TAKE ALL" WCBC - TV, CHANNEL 2
Television show featuring a sports outfit by Carolyn Schnurer and a
8:00 P.M.- Martini Designed hostess gown. Publicity: Nancy Saxon, Merchandise
8:30 P.M. Director: PL. 5-2000.
- Monday
August 29 PREMIERE: "DOLWYN" (Movie) WORLD THEATRE, 153 WEST 49TH STREET
United Artists' release of Alexander Korda's presentation depicting the
effect on the small village of Dolwyn which must be flooded because of
an industrial concern's scheme to conduct water from Wales to Lancashire.
Starring Dame Edith Evans and Emlyn Williams supported by Richard Burton,
Anthony James, Barbara Couper and Adrea Lea. Produced by Anatole de
Grunwald, it was written and directed by Emlyn Williams. Costumes:
Michael Weight. Publicity: Tess Michaels, CI. 5-6000.
- Wednesday
August 31 PREMIERE: "TOP O' THE MORNING" (Movie) PARAMOUNT THEATRE, B'WAY & 43RD
Paramount Pictures present a comedy film starring Bing Crosby, Ann Blyth,
Barry Fitzgerald, Hume Cronyn, and Eileen Crowe. The plot concerns the
theft of the Blarney Stone from a castle near Cork, Ireland, and the many
mysterious events that take place because of its disappearance. Producer:
Robert L. Welch. Director: David Miller. Costumes: Mary Kay Dodson.
Publicity: Rex Taylor, BR. 9-8700.
- Tuesday
Sept. 6 OPENING: "BLACKOUTS" ZIEGFELD THEATRE, 6TH AVE. & 54TH STREET
Ken Murray and Dave Siegal present a musical revue. Cast includes:
Nick Lucas, George Burton, Owen McGivney, Harris & Shaw, and Alfonse
Berge. Publicity: Bill Doll, MU. 7-6310.
- Wednesday
Sept. 7 REOPENING: "DIAMOND LIL" PLYMOUTH THEATRE, 45TH ST. WEST OF B'WAY
Albert H. Rosen and Herbert J. Freezer present Mae West as "Diamond Lil"
in a comedy written by the actress. The cast includes Steve Cochran,
Walter Petrie, and David Lapin. Settings: William de Forrest. Costumes:
Paul de Pont. Publicity: Bill Doll, MU. 7-6310.
- Monday
Sept. 26 OPENING: "TWELFTH NIGHT" EMPIRE THEATRE, 1430 B'WAY
Roger Stevens presents the Shakespearian comedy for a limited engagement.
The cast includes Arnold Moss, Frances Reid, Carl Benton Reid, Harry
Tone, Philip Tonge and Truman Smith. Contact: Roger Stevens, 234 West
44th Street, PE. 6-0938.
- Wednesday
Oct. 12 OPENING: "DOUBLE BILL" CORONET THEATRE, 49TH ST. WEST OF B'WAY
Maurice Evans with Stephen Mitchell, will present two plays by Terence
Rattigan: "The Browning Version" and "Harlequinade". Mr. Evans will
co-star with Edna Best. Director: Peter Glenville. Costumes: David
Ffolkes. Publicity: Sol Jacobson, LU. 2-4993.